



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Mobile, AL

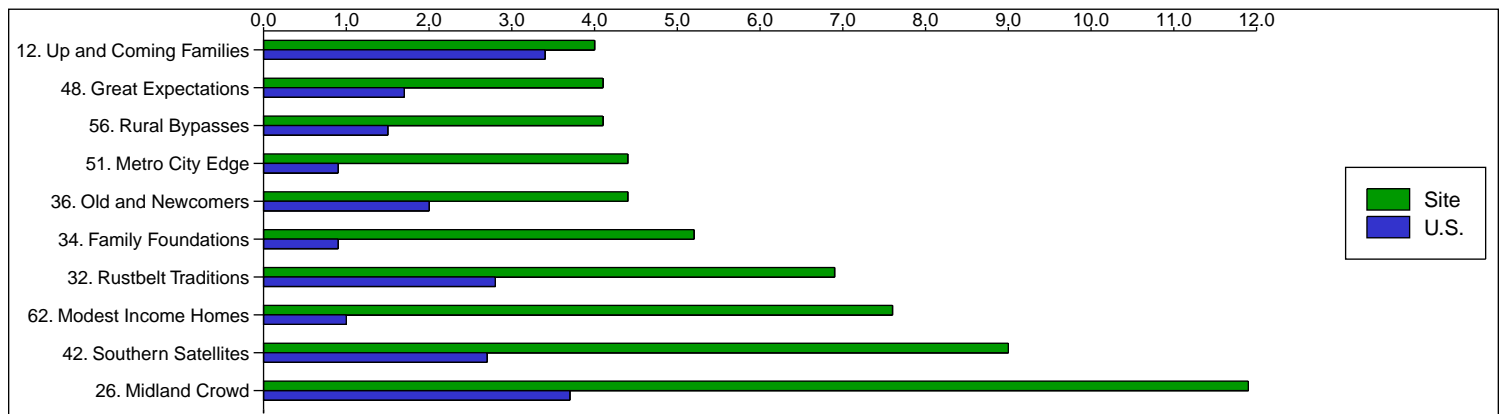
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	11.9%	11.9%	3.7%	3.7%	319
2	42. Southern Satellites	9.0%	20.9%	2.7%	6.4%	329
3	62. Modest Income Homes	7.6%	28.5%	1.0%	7.4%	749
4	32. Rustbelt Traditions	6.9%	35.4%	2.8%	10.2%	245
5	34. Family Foundations	5.2%	40.6%	0.9%	11.1%	612
	<b>Subtotal</b>	<b>40.6%</b>		<b>11.1%</b>		
6	36. Old and Newcomers	4.4%	45.0%	2.0%	13.1%	228
7	51. Metro City Edge	4.4%	49.4%	0.9%	14.0%	469
8	56. Rural Bypasses	4.1%	53.5%	1.5%	15.5%	273
9	48. Great Expectations	4.1%	57.6%	1.7%	17.2%	233
10	12. Up and Coming Families	4.0%	61.6%	3.4%	20.6%	119
	<b>Subtotal</b>	<b>21.0%</b>		<b>9.5%</b>		
11	64. City Commons	3.5%	65.1%	0.7%	21.3%	508
12	33. Midlife Junction	3.2%	68.3%	2.5%	23.8%	130
13	13. In Style	3.1%	71.4%	2.5%	26.3%	126
14	17. Green Acres	2.6%	74.0%	3.2%	29.5%	82
15	50. Heartland Communities	2.2%	76.2%	2.2%	31.7%	101
	<b>Subtotal</b>	<b>14.6%</b>		<b>11.1%</b>		
16	16. Enterprising Professionals	2.0%	78.2%	1.7%	33.4%	121
17	14. Prosperous Empty Nesters	1.9%	80.1%	1.8%	35.2%	105
18	06. Sophisticated Squires	1.9%	82.0%	2.7%	37.9%	69
19	19. Milk and Cookies	1.8%	83.8%	2.0%	39.9%	91
20	22. Metropolitans	1.6%	85.4%	1.2%	41.1%	139
	<b>Subtotal</b>	<b>9.2%</b>		<b>9.4%</b>		
	<b>Total</b>	<b>85.4%</b>		<b>41.1%</b>		<b>208</b>

## Top Ten Tapestry Segments

Site vs. U.S.

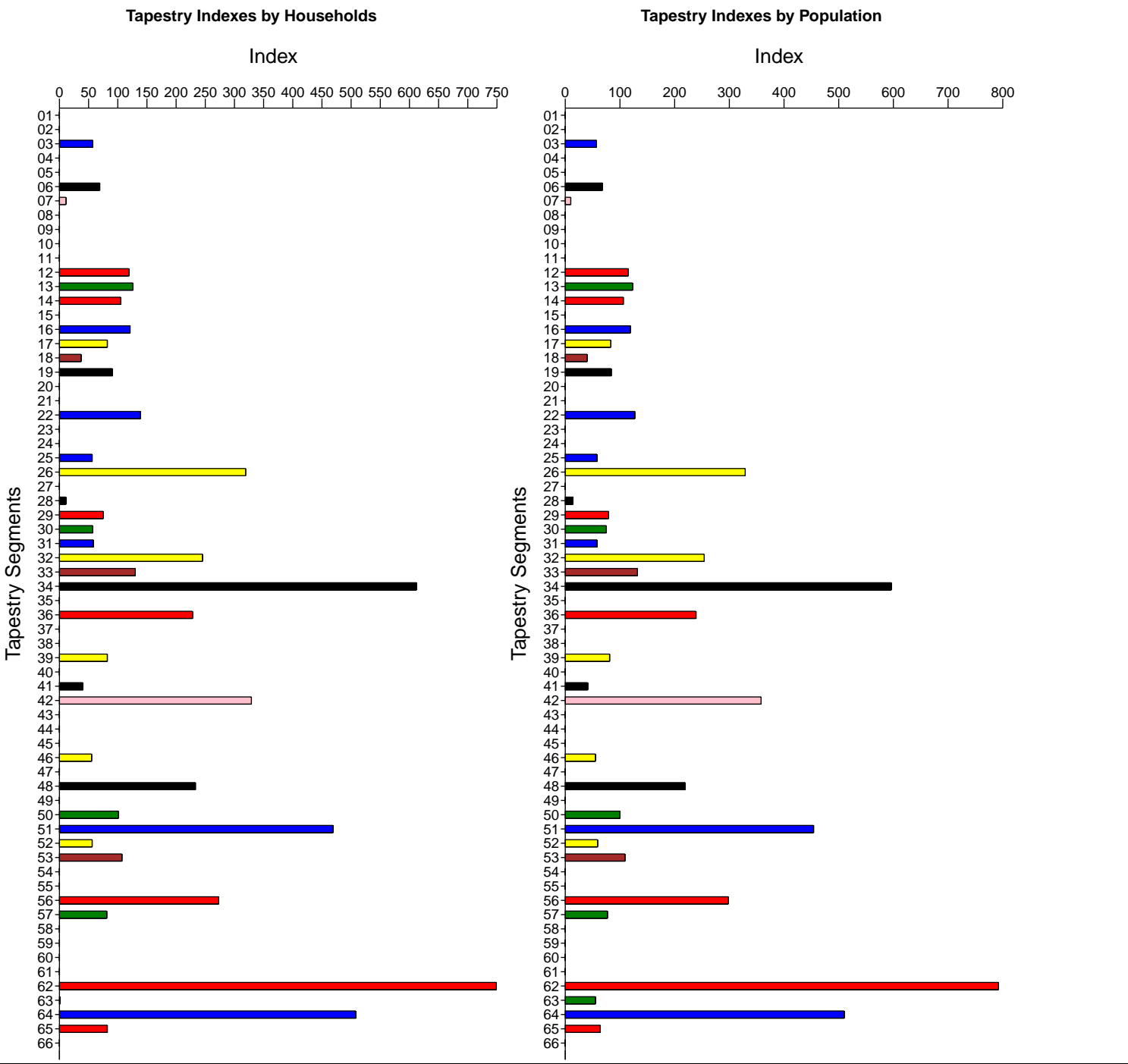


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Mobile, AL



Tapestry Segments

Tapestry Segments

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Mobile, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	154,863	100.0%		411,365	100.0%	
<b>L1. High Society</b>	4,539	2.9%	23	13,110	3.2%	23
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	1,228	0.8%	57	3,289	0.8%	57
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,898	1.9%	69	8,714	2.1%	68
07 Exurbanites	413	0.3%	11	1,107	0.3%	10
<b>L2. Upscale Avenues</b>	13,644	8.8%	64	34,711	8.4%	61
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	4,852	3.1%	126	11,601	2.8%	123
16 Enterprising Professionals	3,144	2.0%	121	7,128	1.7%	119
17 Green Acres	4,024	2.6%	82	11,357	2.8%	83
18 Cozy and Comfortable	1,624	1.0%	37	4,625	1.1%	40
<b>L3. Metropolis</b>	21,120	13.6%	259	57,690	14.0%	267
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	2,542	1.6%	139	5,142	1.2%	127
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	6,839	4.4%	469	19,267	4.7%	454
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	11,739	7.6%	749	33,281	8.1%	792
<b>L4. Solo Acts</b>	8,676	5.6%	83	18,518	4.5%	89
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	6,882	4.4%	228	14,910	3.6%	239
39 Young and Restless	1,794	1.2%	82	3,608	0.9%	81
<b>L5. Senior Styles</b>	12,710	8.2%	66	29,787	7.2%	69
14 Prosperous Empty Nesters	2,990	1.9%	105	7,366	1.8%	106
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,432	1.6%	75	6,120	1.5%	79
30 Retirement Communities	1,294	0.8%	57	3,438	0.8%	75
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	3,382	2.2%	101	7,926	1.9%	100
57 Simple Living	1,784	1.2%	81	3,696	0.9%	77
65 Social Security Set	828	0.5%	82	1,241	0.3%	64
<b>L6. Scholars &amp; Patriots</b>	4	0.0%	0	1,512	0.4%	21
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	4	0.0%	1	1,512	0.4%	55

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Mobile, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	154,863	100.0%		411,365	100.0%	
<b>L7. High Hopes</b>	6,696	4.3%	106	15,304	3.7%	98
28 Aspiring Young Families	403	0.3%	11	1,293	0.3%	14
48 Great Expectations	6,293	4.1%	233	14,011	3.4%	219
<b>L8. Global Roots</b>	1,309	0.8%	10	3,456	0.8%	9
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1,309	0.8%	56	3,456	0.8%	59
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	14,317	9.2%	119	40,766	9.9%	109
12 Up and Coming Families	6,234	4.0%	119	17,851	4.3%	115
19 Milk and Cookies	2,739	1.8%	91	7,555	1.8%	84
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	5,344	3.5%	508	15,360	3.7%	510
<b>L10. Traditional Living</b>	23,841	15.4%	175	62,269	15.1%	182
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	10,755	6.9%	245	28,040	6.8%	254
33 Midlife Junction	5,022	3.2%	130	11,950	2.9%	132
34 Family Foundations	8,064	5.2%	612	22,279	5.4%	596
<b>L11. Factories &amp; Farms</b>	25,099	16.2%	171	70,806	17.2%	184
25 Salt of the Earth	2,384	1.5%	56	6,519	1.6%	58
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	13,886	9.0%	329	39,391	9.6%	358
53 Home Town	2,433	1.6%	107	6,275	1.5%	109
56 Rural Bypasses	6,396	4.1%	273	18,621	4.5%	298
<b>L12. American Quilt</b>	22,908	14.8%	159	63,436	15.4%	167
26 Midland Crowd	18,408	11.9%	319	51,896	12.6%	329
31 Rural Resort Dwellers	1,469	0.9%	58	3,514	0.9%	58
41 Crossroads	932	0.6%	40	2,690	0.7%	41
46 Rooted Rural	2,099	1.4%	55	5,336	1.3%	55
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Mobile, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	154,863	100.0%		411,365	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	6,172	4.0%	84	16,601	4.0%	73
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	5,344	3.5%	508	15,360	3.7%	510
65 Social Security Set	828	0.5%	82	1,241	0.3%	64
<b>U3. Metro Cities I</b>	9,653	6.2%	55	23,114	5.6%	49
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	1,228	0.8%	57	3,289	0.8%	57
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	3,144	2.0%	121	7,128	1.7%	119
19 Milk and Cookies	2,739	1.8%	91	7,555	1.8%	84
22 Metropolitans	2,542	1.6%	139	5,142	1.2%	127
<b>U4. Metro Cities II</b>	19,750	12.8%	117	50,496	12.3%	124
28 Aspiring Young Families	403	0.3%	11	1,293	0.3%	14
30 Retirement Communities	1,294	0.8%	57	3,438	0.8%	75
34 Family Foundations	8,064	5.2%	612	22,279	5.4%	596
36 Old and Newcomers	6,882	4.4%	228	14,910	3.6%	239
39 Young and Restless	1,794	1.2%	82	3,608	0.9%	81
52 Inner City Tenants	1,309	0.8%	56	3,456	0.8%	59
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	4	0.0%	1	1,512	0.4%	55
<b>U5. Urban Outskirts I</b>	17,048	11.0%	101	42,051	10.2%	90
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	10,755	6.9%	245	28,040	6.8%	254
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	6,293	4.1%	233	14,011	3.4%	219

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	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	154,863	100.0%		411,365	100.0%	
<b>U6. Urban Outskirts II</b>	20,362	13.1%	256	56,244	13.7%	259
51 Metro City Edge	6,839	4.4%	469	19,267	4.7%	454
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,784	1.2%	81	3,696	0.9%	77
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	11,739	7.6%	749	33,281	8.1%	792
<b>U7. Suburban Periphery I</b>	17,387	11.2%	72	46,639	11.3%	70
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,898	1.9%	69	8,714	2.1%	68
07 Exurbanites	413	0.3%	11	1,107	0.3%	10
12 Up and Coming Families	6,234	4.0%	119	17,851	4.3%	115
13 In Style	4,852	3.1%	126	11,601	2.8%	123
14 Prosperous Empty Nesters	2,990	1.9%	105	7,366	1.8%	106
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	11,511	7.4%	77	28,970	7.0%	77
18 Cozy and Comfortable	1,624	1.0%	37	4,625	1.1%	40
29 Rustbelt Retirees	2,432	1.6%	75	6,120	1.5%	79
33 Midlife Junction	5,022	3.2%	130	11,950	2.9%	132
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,433	1.6%	107	6,275	1.5%	109
<b>U9. Small Towns</b>	4,314	2.8%	57	10,616	2.6%	57
41 Crossroads	932	0.6%	40	2,690	0.7%	41
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	3,382	2.2%	101	7,926	1.9%	100
<b>U10. Rural I</b>	26,285	17.0%	150	73,286	17.8%	157
17 Green Acres	4,024	2.6%	82	11,357	2.8%	83
25 Salt of the Earth	2,384	1.5%	56	6,519	1.6%	58
26 Midland Crowd	18,408	11.9%	319	51,896	12.6%	329
31 Rural Resort Dwellers	1,469	0.9%	58	3,514	0.9%	58
<b>U11. Rural II</b>	22,381	14.5%	188	63,348	15.4%	204
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	13,886	9.0%	329	39,391	9.6%	358
46 Rooted Rural	2,099	1.4%	55	5,336	1.3%	55
56 Rural Bypasses	6,396	4.1%	273	18,621	4.5%	298
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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